



Prince Edward Island Marketing Council

ANNUAL REPORT
2010

For the year ended December 31, 2010

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LETTER TO THE MINISTER

March 24, 2011

The Honourable George Webster
Deputy Premier & Minister of Agriculture

It is indeed a pleasure to submit Marketing Council's Annual Report to you for the year ended December 31, 2010 as required under subsection 2(11) of the *Natural Products Marketing Act*.

The report also contains brief summaries on the structures and activities of active commodity boards, commodity groups and the Natural Products Appeals Tribunal created under the *Act*.

Additional copies of the report are provided so you can transmit the report to the Legislative Assembly during the next session as required under subsection 2(11.1) of the *Act*.

Council activities during the past year were again below normal because several boards continued to focus on issues related to low commodity prices and industry rationalization rather than on legislative, regulatory or policy issues that require Council recommendations. In addition, the three supply managed commodity boards, dairy, eggs and poultry, continued to operate under existing regional and national agreements which do not require a high degree of Council oversight.

We are pleased to report that at the end of the year all Council members are fully versed on the *Act* and regulations that govern organizations created under the *Act*, and on the important issues facing these organizations. In our opinion, Council is carrying out its supervisory and other responsibilities in a timely and efficient manner.

Respectfully submitted on behalf of Marketing Council,

Gordon MacBeath, Chair
Jean Clark, Member
Derwin Clow, Member
Guy Cudmore, Member
John Sullivan, Member
Allister Veinot, Member
Layton Wallace, Member

MARKETING COUNCIL

2010 ANNUAL REPORT

Introduction

Pursuant to section 2(11) of the *Natural Products Marketing Act, R.S.P.E.I. 1988 Cap. N-3*, each year Marketing Council is required to present a report on Council's activities to the Minister responsible for the *Act*.

The *Act* also requires that a copy of the report be transmitted to the Legislative Assembly when in session or within fifteen days of the commencement of the next regular session of the Legislative Assembly.

The following report highlights activities of Marketing Council and the Appeals Tribunal for the period from January 1, 2010 to December 31, 2010, important events that have occurred since that date, and Activity Reports of commodity boards, marketing commissions and commodity groups formed under the *Act*.

During 2004, Marketing Council completed a Strategic Plan which it uses to guide its focus and activities. The Plan contains the following Mission Statement and Vision.

Mission Statement

Acting on behalf of the people of Prince Edward Island, Marketing Council supervises the creation and operation of producer boards, commissions and groups that regulate and control the production, sale, processing, marketing, transportation and pricing of natural products.

Vision

The Prince Edward Island Marketing Council is a forward-thinking, pro-active, efficient and accountable public agency that oversees orderly systems for the production and marketing of natural products.

Corporate Governance

Authority - The Prince Edward Island Marketing Council is a statutory body established pursuant to section 2 of the *Natural Products Marketing Act, R.S.P.E.I. 1988, Cap. N-3*. Under the *Act*, Council has very broad and far reaching powers, some of which include:

General Powers – Council may exercise such powers and perform such functions as are vested in it by the Lieutenant Governor in Council, and shall recommend to the Lieutenant Governor in Council the establishment, amendment and revocation of plans for the marketing of natural products and the constitution and powers of commodity boards or of marketing commissions to administer such plans.

Supervisory Responsibilities – Council is responsible for the general supervision of commodity boards, marketing commissions and commodity groups established under the *Act*.

Specific Powers Re Milk – In 2009 the *Act* was amended to remove Council's power to establish the producer price of Class 1 milk and the power to fix bulk milk transportation rates. Council maintained the power to establish minimum wholesale and minimum home delivery prices of Class 1 milk products.

Effective August 1, 2009, Dairy Farmers of Prince Edward Island assumed responsibility for establishing producer Class 1 milk prices and fixing bulk milk transportation rates under the Dairy Farmers of Prince Edward Island Regulations.

In October 2010, Dairy Farmers of Prince Edward Island exercised its powers to establish minimum Class 1 milk product prices. This led Council to revoke its Class 1 Milk Product Pricing Order.

Council is monitoring the Board's pricing activities and, providing the Board continues to carry out its responsibilities in a satisfactory manner, Council will seek an amendment to the *Act* that will remove Council's pricing powers.

Composition – Under subsection 2(1) of the *Act*, Council shall consist of not less than three persons and not more than eight persons appointed by the Lieutenant Governor in Council. At December 31, 2010, Council consisted of:

Name	Position	Location	Primary Interest
Gordon MacBeath	Chair	Marshfield	Dairy
Jean Clark	Member	Kinkora	Consumer
Derwin Clow	Member	Freetown	Dairy
Guy Cudmore	Member	Winsloe	Potatoes & Hogs
John Sullivan	Member	Montague	Aquaculture
Allister Veinot	Member	Avondale	Sheep & Organics
Layton Wallace	Member	Cascumpec	Potatoes & Dairy

Membership Changes – In December 2010, Scott Lewis, Vice-Chair, resigned due to business pressures. The Lieutenant Governor in Council, on the recommendation of the Minister of Agriculture, is expected to fill the vacancy in the near future.

Staff – Marketing Council staff consists of Murray Myles, Secretary & General Manager, and Eleanor Palmer, Administrative Assistant.

Mr. Myles provides Council with resource and management support under a Professional Services Contract (60% time) entered into with the Department of Agriculture. Mr. Myles also provides the Minister of Agriculture with advice on supply managed commodities.

Ms. Palmer is a civil servant who provides administrative support to Council for approximately 25% of her time.

Meetings/Focus – Council held eight (8) meetings during the year. Council's main focus continued to be monitoring activities of commodity boards and commodity groups to ensure they were in general compliance with the *Act* and their regulations.

Monitoring activities includes reviewing reports that highlight commodity board minutes, annual reports, audited financial statements and other material received from boards. Council representatives also attended annual and other meetings of commodity boards and commodity groups as required.

Activity Highlights

Following are highlights of Council's activities during calendar 2010.

- Monitored board activities by reviewing board minutes, decisions, agreements, financial statements and attending producer annual meetings.

- Ratified 29 board orders for publication in the Royal Gazette. Board Orders establish policies which become law when published in the Gazette.
- Conducted election processes for dairy, eggs, potatoes and cattle.
- Appointed producers to fill vacancies on commodity boards.
- Created a list of potential mediators and arbitrators to resolve contract disputes between the Potato Board and potato processors.
- Recommended that the Lieutenant Governor in Council authorize the Prince Edward Island Cattle Producers to enter into [sign] a federal-provincial National Check-off Agreement.
- Arranged and participated in meetings with Farm Products Council of Canada, Chicken Farmers of PEI and Egg Producers of PEI to discuss important regional and national poultry industry issues.
- Considered a request from the Egg Producers of PEI for a reduction in the amount of laying hens unregulated producers can hold without quota. After considerable debate and controversy, the Board withdrew the request.
- Council's Secretary-General Manager, at the request of the Egg Board and two disputing egg grading stations, facilitated discussion that led to a resolution of a long-standing dispute regarding sourcing of eggs for the PEI table market.
- Monitored activities and participated in discussion regarding the sale of cracked eggs direct to consumers.
- Participated in discussion with lobster fishers regarding the possibility of creating an organization under the *Act*.
- Participated in the National Association of Agri-Food Supervisory Agencies (NAASA). The organization is comprised of provincial and federal supervisory organizations and the Canadian Dairy Commission.
- Participated in a National Signatory Workshop on Differential Growth for chicken quota.
- Monitored and participated in discussion on a revised Chapter Nine Text to the Agreement on Internal Trade, which supply managed commodities felt threatened their ability to maintain their systems.
- Monitored external trade agreements such as the WTO, NAFTA, etc and bi-lateral trade discussions Canada is holding with other countries, such as the Comprehensive Economic and Trade Agreement (CETA).

- Participated in discussions on Dairy Regulatory Reform.
- Late in the year, Council met with the Minister of Agriculture and his senior department staff to discuss Council's future role and resources required after the current Secretary-General Manager retires. Although the Secretary-General Manager indicated a willingness to work with Council on a reduced basis for another two years, Council received assurances from the Minister that succession plans will be in place by the end of June 2011 to provide for an orderly transition.

Operational Responsibilities

One of the most important responsibilities Marketing Council has is the general supervision of commodity boards, marketing commissions and commodity groups formed under the *Natural Products Marketing Act*.

Supervision of Commodity Boards, Marketing Commissions and Commodity Groups – Council was responsible for supervision of the following six commodity boards and two commodity groups during the past year. Although regulations are in place for a Turkey Marketing Commission, the Commission is inactive.

Commodity Boards

Chicken Farmers of Prince Edward Island
 Dairy Farmers of Prince Edward Island
 Egg Producers of Prince Edward Island
 Prince Edward Island Cattle Producers
 Prince Edward Island Hog Commodity Marketing Board
 Prince Edward Island Potato Board

Commodity Groups

Prince Edward Island Oyster Commodity Group
 Prince Edward Island Wild Blueberry Growers Association

Marketing Commissions

Turkey Marketing Commission (inactive)

PRINCE EDWARD ISLAND NATURAL PRODUCTS APPEALS TRIBUNAL

Statutory Responsibility

The Natural Products Appeals Tribunal is a statutory body established pursuant to section 18 of the *Natural Products Marketing Act, R.S.P.E.I. 1988, Cap. N-3*.

The Tribunal is responsible for hearing appeals of orders, directions or decisions made by commodity boards and marketing commissions and of orders, directions or regulations made by Marketing Council.

Composition and Staff

At December 31, 2010, the Natural Products Appeals Tribunal consisted of the following members and staff:

Bill MacFadyen, Chair
Nelson MacKinnon, Member
Brian Morrison, Member

Jerry Gavin, Secretary

Appeal Activity

On June 1, 2, 4, 7 and July 15, 2010, the Natural Products Appeals Tribunal heard an appeal submitted by Cavendish Farms to rescind a Board Order issued by the PEI Potato Board (Board Order PB 09-5).

The Natural Products Appeals Tribunal rendered its decision on August 6, 2010 to vary Board Order PB 09-5 to change the dates in sections 10(1) and 10(2) of the Order from September 1 to August 15. In all other respects the Order was confirmed.



Dairy Farmers of Prince Edward Island

Mandate/Powers – The powers of Dairy Farmers of Prince Edward Island are found in section 2(3) of Dairy Farmers of Prince Edward Island Regulations. This section vests in the Board the powers necessary for it to effectively promote, control and regulate the marketing of milk within the province, including the power to prohibit any aspect of the marketing of milk. The Board has also been delegated federal powers to regulate the marketing of milk in interprovincial and export trade under the *Agricultural Products Marketing Act (Canada)*.

During 2010, Dairy Farmers of Prince Edward Island entered into an agreement with its partners in the Agreement on Eastern Canadian Milk Pooling (P5) to jointly administer producer quota policies. A committee of the P5 provinces (PEI, ON, QC, NB & NS), makes recommendations on producer quota issues to the provincial boards, which retain the power to implement the policies.

Board of Directors and Staff – at December 31, 2010 consisted of the following:

District Directors

West Prince:	Harold MacNevin, Chair; Ronnie MacWilliams
Summerside:	Ronald Maynard, Secretary; Ranald MacFarlane
Charlottetown:	Jeff Weeks, Vice-Chair; John Bysterveldt, Treasurer; Exton MacPherson
Montague-Souris:	Kent MacDonald; Theo Kouwenberg

Management Staff: Douglas Thompson, General Manager

Industry Statistics – At December 31, 2010, there were 10,766.8 daily kilograms of butterfat quota issued to 210 active producers, representing a decrease of 2 producers or 0.94% compared to the same date a year earlier.

During the 2010 calendar year, PEI dairy farms produced 101.75 million litres of milk generating farm gate receipts, net of transportation costs and levies, of \$74.92 million, an increase of approximately \$0.16 million dollars or 0.21% compared to the same period a year earlier.

Activities – The Board was involved in the following activities during the year:

- ⇒ administration of producer quotas, including quota exchanges;
- ⇒ administration of policies to address a solids-not-fat ratio issue;
- ⇒ performed milk component test conversions for producers;
- ⇒ responded to interprovincial milk movement obligations;
- ⇒ established producer milk prices and minimum wholesale and home delivery fluid milk product prices;
- ⇒ administered the Canadian Quality Milk on farm food safety program;
- ⇒ participated in a milk testing project;
- ⇒ established bulk milk transportation rates; and
- ⇒ served on numerous provincial, regional and national committees.

Mandate/Powers: Section 39 of the Egg Commodity Marketing Regulations confers on the Board the powers to promote, control and regulate the marketing of eggs within the province, including the power to prohibit any aspect of the marketing of eggs. The only powers in the Act not conferred on the Board are those found in subsections 4(3)(r), (s) & (t). The Board has also been delegated federal powers to regulate the marketing of eggs in interprovincial and export trade under the *Agricultural Products Marketing Act* (Canada).

Board of Directors: At December 31, 2010, the Board of Directors consisted of John Dennis, Chair; Peter Stavert, Vice-Chair; Ian Simmons, Secretary; Leith Murray, EFC Director and Nathan Burns. The Board of Directors for 2011 remains the same.

Management Staff: Michael Cummiskey is the Board's General Manager, Julie McCarron is Office Administrator and Debbie McCrady is Promotion Coordinator.

Industry Statistics – Eight (8) producers were registered with the Board at year end, two less than at the end of 2009. Quota issued or available to registered producers was for 131,879 layers. Farm Gate Receipts from registered producers during 2010 is estimated to be \$5.75 million compared to \$5.18 million during 2009, an increase of 11.0%. During the year, quota for 3,098 laying hens was traded on an exchange operated by the Board.

Of the 3.4 million dozen eggs marketed during 2010, 47.6% was consumed provincially as table eggs and the remaining 52.4% was exported to Quebec and Ontario for processing. During the year, grading stations imported 120,300 dozen eggs to supply the table market, a decrease of 79,980 dozen or 39.9%.

Producers use a HACCP based, Start Clean-Stay Clean, food safety program. Scores achieved by producers during an independent inspection is used to determine the compensation producers will receive for eligible losses where a flock must be destroyed due to a human health risk associated with salmonella Enteritidis (Se). Registered egg producers have their egg laying environments tested for Se prior to the end of the lay cycle.

The Egg Producers of Prince Edward Island continues to purchase administrative support services from the Dairy Farmers of Prince Edward Island Board.

Activities – The Board was involved in the following activities during the year:

- ⇒ held eight face to face board meetings and two conference calls in order to discuss and make recommendations on national, provincial, and producer issues;
- ⇒ participated in the Egg Farmers of Canada (EFC) meetings and its committees;
- ⇒ producers participated in the national Cost of Production survey;
- ⇒ establishment of producer, spot and wholesale egg prices;
- ⇒ allocation and administration of producer quotas, including a quota exchange;
- ⇒ collect and make levy payments to EFC on behalf of registered egg producers;
- ⇒ purchase and sell surplus egg from registered egg grading stations ;
- ⇒ involved in developing a poultry insurance program for Se, which will provide coverage from pullets to spent hens;
- ⇒ approved an agreement, reached by the two egg grading stations, to purchase/sell Nest Run eggs between grading stations when eggs are required for table market, and
- ⇒ involved in various promotion activities and attended various venues throughout the year in order to increase consumer awareness and benefits of egg consumption.



Mandate – The Prince Edward Island Cattle Producers received its powers in January 2007 under the Cattle Marketing Board Regulations. Prior to that date, cattle producers were represented by the Prince Edward Cattlemen's Association Inc., which was originally designated a commodity group under Part III the *Act* on August 18, 1982.

At December 31, 2010, directors and staff of the Board consisted of:

Board of Directors :

Peter Verleun, Chair

Ivan Johnson, Vice-Chair

Brian Morrison, Secretary-Treasurer

David McCloskey

Jeremy Stead

Glen Jay

Dairy Farmers of P.E.I. Representative: Ronnie MacWilliams (Ex-Officio)

Staff: Rinnie Bradley, General Manager

Justin Lawless, Atlantic Verified Beef Program Coordinator

Levy Collected/Refunded – The Board collects a mandatory, non-refundable, levy of \$4.00 per head on animals at the time of slaughter. During 2010, \$46,281.00 in levies were collected from producers.

Activities – The Board participated in the following broad range of activities during 2010:

- ⇒ Continued to lobby the provincial and federal governments for alternative repayment terms for the 2008 Severe Economic Hardship Advance Payments loans that came due on September 30, 2010. These loans were deferred in 2009 due to the fact the industry hadn't made a substantial recovery. The Federal government offered another deferral for six months with full repayment due within eighteen months, making these loans due in full by March 31, 2012.
- ⇒ Participated in a strategic planning session for the Maritime Beef Industry.
- ⇒ Lobbied for the extension of the Beef Industry Initiative to deliver a continuation of the Enhanced Herd Health Program, Genetic Heifer Replacement, Handling Facilities and the addition of an Elite Cow component.
- ⇒ Secured funding through Growing Forward to deliver an enhanced Verified Beef Production program in PEI, and hired Justin Lawless as the new Atlantic Verified Beef Program Coordinator.
- ⇒ Worked with Dairy Farmers of PEI and the Department of Agriculture in the continuation of the deadstock program in PEI.
- ⇒ Participated in the promotion of Island beef by sponsoring Savour the Flavours, various 4-H projects, Farm Day in the City, and Open Farm Day, to name a few.

- ⇒ Supported ongoing programs such as the Nappan Bull Test Station, and Age Verification.
- ⇒ Our industry was also well represented on various boards such as the Maritime Beef Council, PEI Federation of Agriculture, Nappan Bull Test Station, CCA Animal Health, CCA Executive, NCO and at numerous other meetings throughout the year.
- ⇒ We carried the concerns of the industry to the Provincial Minister of Agriculture, the NFU, and to the PEIFA.
- ⇒ We worked very closely with the NS Cattle Producers and the NB Cattle Producers dealing with issues such as on-farm food safety, traceability and National Check-off. Through meetings and conference calls, the Maritime Beef Council met with representatives of the Canadian Cattle Identification Agency, and the CCA.
- ⇒ Met with producers during the Spring and Fall District meetings to discuss the completed Strategic Plan, and the Cash Advance Program among other topics.
- ⇒ Provided information to our members through our website www.peicattleproducers.com and through regular email correspondence.
- ⇒ Wrote letters of support to various individuals regarding various research projects.
- ⇒ Wrote letters of concern to various Government officials, and to the Chairman of the CCA regarding various topics, including Advance Payments, Workers Compensation rate increases, continued program funding, and the development of Livestock Insurance for the beef sector.
- ⇒ Presented a proposal to the Provincial Government for a program that would provide funding to producers to help offset the costs associated with age verification, Verified Beef Production, reducing the amount of tags on cattle, improving animal health through the implementation of the Herd Health program and the improving the quality of beef carcasses through improved finishing.



PEI Hog Commodity Marketing Board

Mandate/Powers – The mandate and powers of the Hog Commodity Marketing Board are found in the Hog Commodity Marketing Regulations. Section 40 of the Regulations vests in the Board the powers necessary to enable the Board to promote, control and regulate the marketing of hogs within the province, including the power to prohibit any aspect of the marketing of hogs. The Board has also been conferred federal power to regulate the marketing of Prince Edward Island hogs in interprovincial and export trade under the *Agricultural Products Marketing Act* (Canada).

At December 31, 2010, the board and staff consisted of the following:

Board of Directors

Paul Larsen, Chair

Reg MacDonald, Vice-Chair

Dale Murray, Secretary

Scott Drake, Director

Scott Dingwell

David MacKenzie, Director

Executive Director – Tim Seeber

Industry Statistics - The Board reported that approximately 30 hog producers marketed approximately 89,310 hogs during 2010, with a farm gate receipt value of approximately \$13 million. This is an increase of almost 10% from 2009 and the forecast for 2011 is for 82,000 hogs to be marketed. Including breeding stock and weaner pigs sales, the 2010 figure was close to the 100,000 mark.

Interestingly, if the Canadian/USA dollar exchange rate for December 2000 had existed during the periods of 2010 when the price was above \$1.60 the domestic price would actually have been over \$2.25 kilo.

Through some of the fall of 2010, the weekly market hog numbers averaged over 2,000. For comparative purposes, in the late 1970's and early 1980's, Canada Packers in Charlottetown was processing about 1,500 hogs per week coming from a supplier base of about 735 producers. Currently, on any given week anywhere from 12-20 producers out of a base of 30 provide the market numbers previously mentioned.

Activities – Less than 400 hogs per week are now sold to the two remaining Nova Scotia plants, O. H. Armstrong and Antigonish Abattoir, while the balance go to Viandes ASTA and Du Breton in Quebec. Larsen Packers in Berwick Nova Scotia announced the closure of the last remaining Maple Leaf Foods slaughter facility in Atlantic Canada in February 2010 and that plant has since announced a complete closure effective April 2011.

The Hog Farm Transition Program wrapped up its final auction in early 2010 and throughout the program 10 PEI producers submitted successful bids allowing them the opportunity to exit the industry if they so chose. The final impact of transitioning locally will see a loss of approximately 200-250 hogs per week from early 2010 PEI market numbers, the last reduction occurring by late spring this year.

This continued uncertainty of both the hog production and the processing sectors as previously alluded to has meant that work on a Maritime Red Meat Strategy, and on a potential slaughter/processing/branding initiative for the region have been put on hold for the foreseeable future.



Prince Edward Island Potato Board

Mandate – General and specific authority for the Potato Board to regulate and control the production and marketing of potatoes in Prince Edward Island is found at section 45 of the Potato Marketing Plan Regulations.

Board of Directors and Staff – at December 31, 2010 consisted of the following:

District Directors

West Prince

Harris Callaghan
Daryl Wilkie
Kirk Shea

Summerside

Gary Linkletter, Chairman
Barry Green
Fulton Hamill

Charlottetown

Wayne Diamond, Secretary-Treasurer
Donald Godfrey
Peter Van Nieuwenhuyzen

Montague/Souris:

Boyd Rose
Brian Ching, Vice-Chairman
Colin MacAulay

Management Staff: Greg Donald, General Manager; Brenda Simmons, Assistant General Manager.

Industry Statistics – Approximately 360 farmers grow potatoes on Prince Edward Island. Farm Cash Receipts during 2010 were estimated to be \$195.3 million, a decrease of \$20.5 million or 9.5% compared to 2009. According to Statistics Canada, Island potato farmers harvested 25.5 million hundredweight of potatoes from 85,000 acres harvested in 2010 (planted acreage was 85,500), compared to 24.6 million hundredweight of potatoes from 82,000 acres harvested in 2009. The 2010 PEI potato crop is of much higher quality than was the case in 2008 and 2009, when weather related losses caused major field and storage losses for Island growers.

Activities – The Board undertook and/or completed several initiatives in 2010/11:

- ⇒ The implementation of a revised system for the negotiation of processing potato contracts. The new system included provisions for mediation and arbitration to achieve timely contract settlement as growers strongly support having contracts settled before planting their processing acreage;
- ⇒ In 2010, a processor challenged the Board Order which created the new negotiation system by appealing to the Board, and subsequently to the Natural Products Appeals Tribunal. The Tribunal upheld the Board's power to develop and implement the new system.

- ⇒ Continued participation in United Potato Growers of Canada and the Potato Marketing Association of North America to help improve grower returns via development and sharing of the best possible information on potato supply and demand;
- ⇒ Potatoes Canada, a partnership between the PEI Potato Board, PEI Department of Agriculture, Potatoes New Brunswick, New Brunswick Agriculture, and Agriculture & Agri-Food Canada, received a funding commitment for three years to pursue opportunities for PEI and New Brunswick seed, tablestock and fresh-for-processing potatoes in export markets. As start-up activities, a trade show booth and promotional material, including a website, were developed; country profiles were developed for a number of potential markets; and potato variety sheets were prepared. A staff person was hired for Potatoes Canada, and a number a trade missions and shows are being developed and/or completed.
- ⇒ The Board, with excellent cooperation and support from Joanne Driscoll of the PEI Horticultural Association, Inc., worked with growers to implement the CanadaGAP On-Farm Food Safety Program which now encompasses the majority of Island potato production. Funding to assist with this work was provided by the PEI Department of Agriculture.
- ⇒ A PEI potato promotion campaign, "Pack Your Appetite", which was conducted for a second year in partnership with Tourism PEI and the PEI Department of Agriculture;
- ⇒ The Board also worked again with provincial Crop Insurance officials to identify possible improvements to the potato crop insurance program. This cooperative approach has been a positive development for our industry;
- ⇒ The Board worked with industry members, and federal and provincial officials on a number of research projects pertaining to seed quality. Post harvest test results for the 2010 crop were much improved over the previous year, therefore no changes to the legislated virus cap of 3% were required;
- ⇒ The Board continued to work with Agriculture & Agri-Food Canada, the PEI Department of Agriculture and other agricultural groups such as the PEI Federation of Agriculture and the Canadian Horticultural Council on issues of importance to the industry.

Chicken Farmers of Prince Edward Island

Mandate – The powers of the Board to regulate and control the marketing of poultry in Prince Edward Island are found at section 38 of the Poultry Meat Commodity Marketing Regulations. The Board has also been delegated federal powers under the *Agricultural Products Marketing Act* (Canada) to regulate the marketing of Prince Edward Island chicken in interprovincial and export trade.

At December 31, 2010, the Board of Directors and staff was comprised of the following:

Board of Directors:

Leonard Carver, Chair
Dean Good, Vice-Chair

Andre Merks, Director
Barry Uytterlinde, CFC Rep.

Katherine MacPhail, Secretary

Staff:

General Manager – Janet Hilliard-Murphy

Industry Statistics - In 2010, seven farmers marketed in excess of 5.009 million kilograms of chicken meat, compared to 4.951 million kilograms in 2009. Poultry producers Farm Gate Receipts during calendar 2010 was approximately \$7.40 million, compared to \$7.48 million marketed in 2009.

Activities

The Board reported on the following initiatives and activities during the year:

- ⇒ Allocation of Quota to Producers;
- ⇒ Provincial Promotion Program financially supporting both a Family Resource Centre initiative as well as a scholarship program.
- ⇒ Participation on provincial, national and regional committees, including Chicken Farmers of Canada.
- ⇒ Chicken farms on PEI continue to maintain their 100% certification status for the On-Farm Food Safety Program.
- ⇒ All chicken farms have also undergone full audits for certification on the Animal Care Program.
- ⇒ Host to the Annual Chicken Farmers of Canada Summer Meeting in Brudenell, PEI, with well over 200 attendees.



Prince Edward Island Oyster Commodity Group

Mandate - On May 8, 2002, the Minister of Agriculture, Fisheries, Aquaculture and Forestry designated the Prince Edward Island Oyster Commodity Group as a commodity group under Part III of the *Act*.

The Oyster Commodity Group was formed primarily to collect funds from licensed fishers who harvest oysters from the public fishery. The funds collected are partnered with Provincial Government funds to develop and enhance the public fishery.

Board of Directors & Staff – at December 31, 2010 was comprised of:

Directors

Rory McLellan, Chair	Daniel MacKinnon
Loman MacLean	Henry MacKay
Jimmy A'Hearn	Clifford Bernard
Chris Lewis	Jason Handrahan
Murray Perry	

Management Staff – Susan Milligan, administrative support.

Levies Collected – An annual levy of \$50 is collected from each licensed oyster fisher who delivers oysters to a buyer. During 2010, gross fees valued at \$11,850 were collected from 237 fishers by oyster buyers.

Pursuant to the *Natural Products Marketing Act*, fishers who do not wish to pay the levy may serve notice on the Group that the levy not be deducted. Fishers may also apply to the Group for a refund if the levy has been deducted.

Of the 237 fees collected, 3 oyster fishers requested a return of fees and 5 fees were returned because they were deducted by more than one buyer. Net funds available to the Group for enhancement activities was \$9,500.

Activities – The following enhancement and other activities took place during 2010:

- ⇒ Spat Project, in the Bideford area;
- ⇒ Invasive Species Project;
- ⇒ Seed Purchase, a three year project on seven one-acre sites in the Souris area;
- ⇒ Sea Lettuce Project, to determine its value for compost;
- ⇒ Marketing/pricing of oysters;
- ⇒ Collection of fees from buyers; and
- ⇒ Oyster & Quahog brood stock projects.



Prince Edward Island Wild Blueberry Growers Association

Mandate – The Wild Blueberry Growers Association was designated a commodity group under Part III of the *Act* on August 10, 2001.

Board of Directors – On December 31, 2010, the Board consisted of:

Edwin McKie, President	Richard Farmer
Neil Hardy	Dave MacNearney
Paul Gallant (Secretary)	Kenneth Lewis
Terence MacDonald (Treasurer)	Graham MacLean
Claude McCardle	

Levies – An annual levy of \$0.008 per pound is collected from wild blueberry growers by processors. During 2010, approximately \$96,000 in levies were remitted to the Board.

Similar to other commodity groups, under the *Act* the Association is required to refund levies collected from producers that object to the collection of levies. Only a very small number of producers request levy refunds.

Statistics – PEI growers produced 12.3 million pounds of lowbush blueberries in 2010. This is the highest crop ever recorded in PEI, up from the previous cycle. The significant increase has resulted from recently developed land now becoming productive, low incidence of winter kill, decent pollination, weather, and favourable harvesting conditions. The five-year average for PEI production is now 9.8 million lbs. PEI acreage harvested in 2010 is estimated to be 5,500 acres.

Industry Challenges – Prices rebounded somewhat compared to 2009. Monilinia blight hit some producers hard in the western part of the province where this disease has not typically been a problem. Tip midge also hit the western part of PEI.

Principal Activities – The Association represents Island blueberry industry stakeholders on provincial issues, and has representation on the Wild Blueberry Association of North America (WBANA).

The Board was also involved in a broad range of education, promotion, research and industry advocacy activities.

The Association holds producer information sessions, demonstrations and tours in cooperation with Chris Jordan, Berry Crop Development Officer, Agriculture & Agri-Food Development Section, PEI Department of Agriculture.